

Message Text

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17

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 069240

R 142125Z APR 76
FM AMEMBASSY GUATEMALA
TO USDOC WASHDC
INFO SECSTATE WASHDC 1256
AMEMBASSY MNAGUA
AMEMBASSY PANAMA
AMEMBASSY TEGUCIGALPA

UNCLAS GUATEMALA 2921

E.O. 11652 NA
TAGS: BEXP, GT
SUBJ: BUILDING/CONSTRUCTION EQUIPMENT CATALOG SHOW

REF: 72 STATE A-9166

1. BUILDING/CONSTRUCTION EQUIPMENT CATALOG SHOW
2. GUATEMALA CITY, GUATEMALA, APRIL 2 AND 5-9
3. 196 FIRMS EXHIBITED CATALOGS
- 4A. REGISTERED VISITORS - 46
- 4B. TOTAL VISITORS - 100
5. TRADE INQUIRIES DEVELOPED - 393
6. 139 FIRMS RECEIVED AT LEAST ONE INQUIRY.
7. COMMENTS:

WE FEEL OURSELVES VERY FORTUNATE TO HAVE HAD THIS CATALOG
SHOW TO PUT ON IN GUATEMALA EIGHT WEEKS AFTER THE EARTH-
QUAKE. THE THEME OF THE SHOW AND TIMING WERE IDEAL.
THE BUILDING BOOM IN GUATEMALA IS JUST GETTING UNDERWAY,
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AND IMPORTERS AND CONSTRUCTION FIRMS ARE NOW LOOKING

FOR MATERIALS AND EQUIPMENT TO BUILD 200,000 NEW HOUSES AND REPAIR THOUSANDS OF EXISTING BUILDINGS. LABORERS ARE SCARCE AND US BUILDING EQUIPMENT AND MATERIALS ARE JUST WHAT IS NEEDED TO SPEED UP CONSTRUCTION. WHILE WE MIGHT HAVE HOPED FOR GREATER ATTENDANCE AT THE SHOW, WE GOT A SIZEABLE NUMBER OF THE KEY FIRMS WITHIN THE GUATEMALAN BUILDING INDUSTRY. AMONG THE PRODUCTS OF MOST INTEREST WERE CEMENT BLOCK-MAKING MACHINERY, CONCRETE MIXERS, PREFAB HOUSING, CONCRETE TREATMENTS, SPECIAL COATINGS AND FLOORINGS, AND DOOR SYSTEMS. WE EXPECT TO SUBMIT 23 PTOS AS A RESULT OF THIS PROMOTION.

8. SPECIAL THANKS ARE DUE TO AMEMBASSY PANAMA WHO SORTED, BOXED AND FORWARDED TO US THEIR CATALOGS, LISTS AND GUIDE IMMEDIATELY FOLLOWING THEIR SHOW, ENABLING US TO PUT ON OUR SHOW EVEN EARLIER THAN WE PLANNED. USIS PROVIDED US WITH VERY GOOD PUBLICITY AND PRINTING SERVICES.

9. A COMPLETE REPORT BY AIRGRAM FOLLOWS.
MELOY

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NNN

Message Attributes

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Disposition Approved on Date:
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Disposition Event:
Disposition History: n/a
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